

Message Text

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TAGS: BEXP, MO

SUBJ: POST CONDUCTED MARKET RESEARCH-MATERIALS HANDLING EQUIPMENT
AND SYSTEM

REF: USDOC 14074

1. SUBJECT SURVEY COMPLETED AND REPORT HAS BEEN POUCHED.

FOLLOWING IS RESUME OF SURVEY AND RECOMMENDATION.

2. MOROCCAN IMPORTS OF MATERIALS HANDLING EQUIPMENT IN 1974
WERE \$16.3 MILLION, AN INCREASE OF 68 PERCENT OVER 1973. PROKECTED
IMPORTS FOR 1975. 1976 AND 1977 ESTIMATED AT \$29.2 MILLION,
\$31.2 MILLION AND \$23 MILLION, RESPECTIVELY. LATTER ESTIMATE
REFLECTS OUR OPINION THAT THERE WILL BE A DOWN-TURN IN CAPITAL
INVESTMENT EXPENDITURES DURING LAST YEAR OF CURRENT FIVE-YEAR
PLAN. OUR PROJECTION IS CONSERVATIVE AS OPPOSED TO ANNUAL IMPORTS
OF \$50 MILLION ENVISIONED BY LOCAL AGENTS WHICH IS BASED ON
SEVERAL NEW AND EXPANSION PROJECTS RELATED TO MINING, PORTS AND DAMS.

3. FRENCH MANUFACTURERS OF SUBJECT EQUIPMENT DOMINATE MOST OF
MARKET. JAPANESE ARE SUCCESSFUL IN PENETRATING FORK-LIFT MARKET.
U.S. SHARE OF MARKET (EXCLUDING DUMP TRUCKS) AMOUNTS TO ONE PERCENT
OF \$2.5 MILLION OF FORK-LIFTS IMPORTED 1974, 6AND HALF PERCENT OF
\$4.9 MILLION OF CRANES AND 3 AND HALF PERCENT OF YMW MILLION DOLLARS
OF LIFTING, HANDLING AND CONVEYING EQUIPMENT. HOWEVER, MORE THAN
50 PERCENT OF DUMP TRUCKS, TRACTORS AND BULLDOZERS IMPORTED CAME
FROM U.S.

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4. BOTH END-USERS AND AGENTS HAVE EVINCED STRONG INTEREST
FOR U.S. EQUIPMENT. IN FACT, OCP (A GOM ENTITY), HAS DECIDED
PREFERENCE FOR U.S. DRAGLINES. IT IS RECOMMENDED THAT MHE
TRADE MISSION VISIT MOROCCO.

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